

ORDER

**KSNV**

Orders
Order / Rev: 105169
Alt Order #: 06838766
Product Desc: OCEGUERA FOR CONG
Estimate: 1557
Flight Dates: 08/07/12 - 08/13/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oceguela for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	12	\$16,800.00	\$14,280.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	12	\$16,800.00	\$14,280.00	0.00
Totals	12	\$16,800.00	\$14,280.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$16,800.00
Market	100%	\$45,405.41

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,805.41
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$8,627.03
KTUD	0%	\$0.00
KVVU	16%	\$7,264.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$908.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Olympics Daytime WeekGM		9am-4pm	MTWTF--	:30	6	\$1,200.00	7	0.00	NM	6	\$7,200.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	MTWTF--			6		\$1,200.00		0.00				

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E 1	KSNV	08/07/12	08/13/12	Olympics Daytime Week6M Olympics Daytime Weekdays	CM	9am-4pm	MTWTF--	:30	6	\$1,200.00	7	0.00	NM	6	\$7,200.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/07/12	08/13/12	MTWTF--	6		\$1,200.00	0.00							
E 2	KSNV	08/11/12	08/11/12	Olympics Daytime Week6M Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	2	\$1,700.00	7	0.00	NM	2	\$3,400.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----S-	2		\$1,700.00	0.00							
E 3	KSNV	08/12/12	08/12/12	Olympics Daytime Week6M Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	2	\$1,700.00	7	0.00	NM	2	\$3,400.00
OLYMPIC DAYTIME B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----S	2		\$1,700.00	0.00							
E 4	KSNV	08/08/12	08/08/12	Today Show Today Show	CM	658a-9am	--W----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	--W----	1		\$1,400.00	0.00							
E 5	KSNV	08/10/12	08/10/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	----F--	1		\$1,400.00	0.00							
													Totals	12	\$16,800.00